



WKMG

ORDER

Print Date 11/05/12

Page 1 of 3

Flight Dates 09/25/12-10/01/12

Contract / Revision 253813 /

Original Date / Revision
07/11/12 09/27/12

Advertiser POL/American Crossroads

Agency Mentzer Media Services

Buying Contact

600 Fairmount Ave., Ste 306
Towson, MD 21286-1002

Product
AMERICAN CROSSROADS

Agency Com 15%

Billing Contact

600 Fairmount Ave., Ste 306
Towson, MD 21286-1002

Sales Office PHI

Sales Region NAT

Agency Ref

Order Sep 00:15:00

Estimate # 1758

Alt Order # 06229073

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes AGY POL ISSUE

Product Codes PL-Issue

Priority P-3

Advertiser Ref

Primary Account Executive
Kristen Waskie

Account Executive	Order%	Start Date	End Date
Kristen Waskie	100%		

Order Share 100% Market Value 77000

Competing Station	% of Order	Amount
CABLE	%	0
WESH	%	0
WFTV	%	0
WKCF	%	0
WOFL	%	0
WOPX	%	0
WRBW	%	0
WRDQ	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	44	\$53,040.00	\$62,400.00	0.00	08/27/12	09/30/12	44	\$53,040.00	\$62,400.00
October 2012	11	\$12,410.00	\$14,600.00	0.00	10/01/12	10/01/12	11	\$12,410.00	\$14,600.00
Totals	55	\$65,450.00	\$77,000.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	WKMG	09/25/12	09/28/12	News at 6p News at 6p	CM	6-630p	-TWTF--	:30	8	\$900.00	P-3	0.00	NM	8	\$7,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-TWTF--					8	\$900.00		0.00			
N 2	WKMG	09/25/12	09/28/12	M-F 11p News M-F 11p News	CM	11-1135p	-TWTF--	:30	8	\$1,800.00	P-3	0.00	NM	8	\$14,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-TWTF--					8	\$1,800.00		0.00			
N 3	WKMG	09/27/12	09/27/12	Thu Prime 9p Person of Interest	CM	9-10p	---1---	:30	1	\$9,000.00	P-3	0.00	NM	1	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	---1---					1	\$9,000.00		0.00			
N 4	WKMG	09/29/12	09/29/12	7-9a CBS This Morn Sa 7-9a Sat Early Show	CM	7-9a	-----4-	:30	4	\$350.00	P-3	0.00	NM	4	\$1,400.00



WKMG

Print Date: 11/05/12

Page 2 of 3

Contract / Revision

253813

Flight Dates 09/25/12-10/01/12

Hiatus Dates

Original Date / Revision 07/11/12/ 09/27/12

Order Sep 00:15:00

Advertiser POL/American Crossroads Product AMERICAN CROSSROADS Estimate # 1758

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 4	WKMG	09/29/12	09/29/12	7-9a CBS This Morn SaCM 7-9a Sat Early Show	CM	7-9a	-----4-	:30	4	\$350.00	P-3	0.00	NM	4	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-----4-					4	\$350.00		0.00			
N 6	WKMG	09/29/12	09/29/12	Sat Prime 8p Crimetime Sat 8p	CM	8-9p	-----S-	:30	1	\$3,000.00	P-3	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-----S-					1	\$3,000.00		0.00			
N 7	WKMG	09/29/12	09/29/12	Sat 11p News Sat 11p News	CM	11-1135p	-----2-	:30	2	\$1,800.00	P-3	0.00	NM	2	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-----2-					2	\$1,800.00		0.00			
N 8	WKMG	09/30/12	09/30/12	CBS Sunday Morning CBS Sunday Morning	CM	9-1030a	-----1	:30	1	\$1,300.00	P-3	0.00	NM	1	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-----1					1	\$1,300.00		0.00			
N 9	WKMG	09/30/12	09/30/12	1030-1130a Face NationCM Face The Nation	CM	1030-11a	-----1	:30	1	\$1,100.00	P-3	0.00	NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-----1					1	\$1,100.00		0.00			
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
		1	WKMG	09/24/12-09/30/12	1030-1130a Face Nation	1030-1130a	-----Su	:30		\$1,100.00		0.00	NM		
N 11	WKMG	09/30/12	09/30/12	Sun Prime 7-8p Sun 7-8p	CM	7-8p	-----1	:30	1	\$7,000.00	P-3	0.00	NM	1	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-----1					1	\$7,000.00		0.00			
N 12	WKMG	09/30/12	09/30/12	Sun 11p News after NFICM Sun 11p News after NFL	CM	Late News	-----S	:30	2	\$1,800.00	P-3	0.00	NM	2	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-----S					2	\$1,800.00		0.00			
N 13	WKMG	10/01/12	10/01/12	News at 6p News at 6p	CM	6-630p	2-----	:30	2	\$900.00	P-3	0.00	NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	2-----					2	\$900.00		0.00			
N 14	WKMG	10/01/12	10/01/12	M-F 11p News M-F 11p News	CM	11-1135p	2-----	:30	2	\$1,800.00	P-3	0.00	NM	2	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	2-----					2	\$1,800.00		0.00			
N 15	WKMG	09/25/12	09/28/12	CBS This Morning The Early Show	CM	7-9a	-TWTF--	:30	4	\$500.00	P-3	0.00	NM	4	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-TWTF--					4	\$500.00		0.00			
N 16	WKMG	09/25/12	09/28/12	1230-2p CBS Soaps Soaps	CM	12:30-2p	-TWTF--	:30	12	\$800.00	P-3	0.00	NM	12	\$9,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-TWTF--					12	\$800.00		0.00			

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 16	WKMG	09/25/12	09/28/12	1230-2p CBS Soaps Soaps	CM	12:30-2p	-TWTF--	:30	12	\$800.00	P-3	0.00 NM	12	\$9,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-TWTF--			12		\$800.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>	
5	WKMG	09/24/12-09/30/12		1230-2p CBS Soaps		12:30-2p	-TWThF----	:30		(\$800.00)		0.00	NM	
See MG 16.13														
[4 HRA]														
13	WKMG	10/01/12-10/01/12		Morn News at 6a		6-7a	M-----	:30		\$800.00		0.00	NM	
Ⓜ MG for 16.5 09/27														
N 17	WKMG	10/01/12	10/01/12	CBS This Morning The Early Show	CM	7-9a	M-----	:30	2	\$500.00	P-3	0.00 NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	M-----			2		\$500.00		0.00			
N 18	WKMG	10/01/12	10/01/12	1230-2p CBS Soaps Soaps	CM	12:30-2p	M-----	:30	3	\$800.00	P-3	0.00 NM	3	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	M-----			3		\$800.00		0.00			
N 19	WKMG	10/01/12	10/01/12	Mon Prime 10p Hawaii Five-O	CM	10-11p	M-----	:30	1	\$5,000.00	P-3	0.00 NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	M-----			1		\$5,000.00		0.00			
Totals													55	\$77,000.00